

Tatler

HONG KONG

Asia's Most Stylish

Meet Beatrice Ho and
nine other individuals who
prove that style is more
than just what you wear

September 2022 \$45



4 891571 201127



A Man, Aman

Vladislav Doronin, CEO of Aman Hotels and Resorts shares his beliefs on respect, growth, and why building a hotel empire is more than just a numbers game *By Coco Marett*

“We celebrate our destinations, rather than commandeer them,” says Vladislav Doronin, CEO of Aman Hotels and Resorts. I’m speaking to Doronin by video chat, just weeks before the August opening of Aman New York, the brand’s second city property after Aman Tokyo, which the Miami-based Russian businessman promises will be “one of the best hotels in the world”.

It’s something I hear a lot as an editor who covers travel, and I’ve learnt to take it with a grain of salt. But in fairness, Aman has earned its bragging rights.

For one, 15 of Aman’s properties are built within or near Unesco heritage sites: Amangalla sits within the ramparts of the 17th-century Galle Fort in the historic port of Galle, Sri Lanka; Amanzoe in Greece is surrounded by the Unesco-protected ruins of the Peloponnese; Aman Kyoto in Kyoto,

Japan is walking distance from the Kinkaku-ji Temple; and Amansara in Siem Reap, Cambodia, is nestled within the haunting and historic Angkor Archaeological Park.

Doronin believes the Aman brand plays a role as a custodian of the uniqueness of each destination. Amanjiwo in Central Java, Indonesia, for example, has a resident anthropologist to offer guests in-depth insights on the customs, history and spirituality of the region.

“It’s important to connect local culture, surrounding nature and design to each hotel,” he says. “We take our cues from the environment, working with natural materials and visionary architects who know the soul of the Aman brand.”

Such architects include the late greats Ed Tuttle and Kerry Hill, and Belgian architect-designer Jean-Michel Gathy, who has become a regular Aman collaborator, working

on various properties including Aman New York.

Aman New York occupies the storied Crown Building on the corner of Fifth Avenue and 57th Street, which was built in 1921 and designed by architects Warren & Wetmore—the same visionaries behind New York landmarks such as Grand Central Station and the Helmsley Building. The laborious and loving restoration of Crown Building—which had been among the most expensive retail and office space locations in the US—cost Aman a slick US\$1.3 billion.

“This is a milestone not just for the brand, but personally a very important project,” says the 59-year-old CEO. “It’s a piece of history. You can always build new skyscrapers, but an icon like Crown Building is irreplaceable.”

Despite having 25 storeys to work with, the hotel houses just 84 rooms

and suites, and 22 apartments under the Aman Residences brand—each with its own working fireplace, which is quite the treat.

“For a place like New York City, 84 guest rooms is considered boutique,” says Doronin, emphasising that his goal in growing Aman’s portfolio of city properties was not about increasing volume, but to “apply what we had in our resorts, but instead of it existing horizontally, it’s vertically”.

“What is important—and what no one has done in major cities—is that we are generous with space and offer our guests beautiful surroundings and large amenities.”

In New York, this includes a 25,000 sq ft Aman Spa spread across three storeys, a private members’ club, a library, a cigar room and a jazz club. “I love jazz,” says Doronin, who is keen to bring back the culture of high-end jazz supper clubs to New York—think Café Carlyle and the like. He’s also jazzed about Aman New York’s 7,000 sq ft wraparound terrace with its dramatic landscaping, reflective pools and firepits.

Aman’s generosity with space has served it well. During the pandemic, its properties in destinations that weren’t under lockdown performed better in the years 2020 and 2021 than 2019. “It took us completely by surprise,” says Doronin, who attributes this success to Aman’s commitment to providing each guest with ample room and privacy. “During the pandemic, we had a lot of guests staying with us long term, some for months at a time, working remotely and taking care of their health and their families,” he says, adding that the notoriously fierce loyalty of Aman fans also helped.

“Aman has the highest repeat rate for guests in the hotel industry,” Doronin tells me. Indeed, the brand’s cult-like following is the envy of its peers. There’s even an unofficial title for these loyalists: Aman junkies, travellers who have stayed in at least five or six Aman properties.

It does take one to know one, however, and there is truly no bigger Aman junkie than Doronin himself.

His history with the brand began in 1990, while he was living

and working in Hong Kong as a commodities trader. He was an avid traveller, and a friend suggested that he check out a new hotel in Phuket called Amanpuri, the first Aman resort.

“I had never experienced anything like that before. It was very private, with exceptional space, design and personalised service,” says Doronin. “In Sanskrit, Amanpuri means ‘place of peace’, and this perfectly captures the feeling when you visit this amazing

and resorts in 20 countries, and counting. Aman Nai Lert in Bangkok is slated to open in 2023, along with the launch of Aman’s new sister brand, Janu, with destinations in Tokyo, Montenegro and Saudi Arabia’s AlUla. Plans have also been announced for Aman Beverly Hills in Los Angeles, which will be set among 3.25 hectares of botanical gardens.

With such rapid expansion, one has to wonder whether the integrity of the Aman brand risks being



Aman New York occupies the Crown Building on the corner of Fifth Avenue and 57th Street, which underwent a US\$1.3 billion restoration



property, which is still one of my favourites in the Aman portfolio.”

He was hooked, and began planning his travels around destinations where there were Aman resorts, from Java, Indonesia and Rajasthan, India to Bhutan. In 2014, he bought the hotel group’s 26 existing properties from Indonesian hotelier and Aman Resorts founder Adrian Zecha, for a reported US\$358 million.

Now, Aman has 34 hotels

compromised. But Doronin, ever stoic and certain, isn’t worried about that.

“We have brand loyalists who, now, we see their children come and stay with us and, in some cases, even their grandchildren. People continue to love connecting with the brand. It doesn’t matter if it’s a resort or city; people who stay at Aman know they will always find privacy, peace and unparalleled service.”

PHILIPPINES

FOUR-COVER EDITION

Tatler

21ST ANNIVERSARY ISSUE

Asia's Most Stylish

Bea Soriano Dee
headlines our
annual search
for the most
fashionable
individuals in
the country



| Business |

A Man, Aman



Vladislav Doronin, CEO of Aman Hotels and Resorts shares his beliefs on respect, growth, and why building a hotel empire is more than just a numbers game *By Coco Marett*

"We celebrate our destinations, rather than commandeer them," says Vladislav Doronin, CEO of Aman Hotels and Resorts. I'm speaking to Doronin by video chat, just weeks before the August opening of Aman New York, the brand's second city property after Aman Tokyo, which the Miami-based Russian businessman promises will be "one of the best hotels in the world".

It's something I hear a lot as an editor who covers travel, and I've learnt to take it with a grain of salt. But in fairness, Aman has earned its bragging rights.

For one, 15 of Aman's properties are built within or near Unesco heritage sites: Amangalla sits within the ramparts of the 17th-century Galle Fort in the historic port of Galle, Sri Lanka; Amazoe in Greece is surrounded by the Unesco-protected ruins of the Peloponnese; AmanKyoto in Kyoto,

Japan is walking distance from the Kinkaku-ji Temple; and Amansara in Siem Reap, Cambodia, is nestled within the haunting and historic Angkor Archaeological Park.

Doronin believes the Aman brand plays a role as a custodian of the unquities of each destination. Amanjiwo in Central Java, Indonesia, for example, has a resident anthropologist to offer guests in-depth insights on the customs, history and spirituality of the region.

"It's important to connect local culture, surrounding nature and design to each hotel," he says. "We take our cues from the environment, working with natural materials and visionary architects who know the soul of the Aman brand."

Such architects include the late greats Ed Tuttle and Kerry Hill, and Belgian architect-designer Jean-Michel Gathy, who has become a regular Aman collaborator, working

on various properties including Aman New York.

Aman New York occupies the storied Crown Building on the corner of Fifth Avenue and 57th Street, which was built in 1921 and designed by architects Warren & Wetmore—the same visionaries behind New York landmarks such as Grand Central Station and the Helmsley Building. The laborious and loving restoration of Crown Building—which had been among the most expensive retail and office space locations in the US—cost Aman a slick US\$1.3 billion.

"This is a milestone not just for the brand, but personally a very important project," says the 59-year-old CEO. "It's a piece of history. You can always build new skyscrapers, but an icon like Crown Building is irreplaceable."

Despite having 25 storeys to work with, the hotel houses just 84 rooms

and suites, and 22 apartments under the Aman Residences brand—each with its own working fireplace, which is quite the treat.

"For a place like New York City, 84 guest rooms is considered boutique," says Doronin, emphasising that his goal in growing Aman's portfolio of city properties was not about increasing volume, but to "apply what we had in our resorts, but instead of it existing horizontally, it's vertically".

"What is important—and what no one has done in major cities—is that we are generous with space and offer our guests beautiful surroundings and large amenities."

In New York, this includes a 25,000 sq ft Aman Spa spread across three storeys, a private members' club, a library, a cigar room and a jazz club. "I love jazz," says Doronin, who is keen to bring back the culture of high-end jazz supper clubs to New York—think Café Carlyle and the like. He's also jazzed about Aman New York's 7,000 sq ft wraparound terrace with its dramatic landscaping, reflective pools and firepits.

Aman's generosity with space has served it well. During the pandemic, its properties in destinations that weren't under lockdown performed better in the years 2020 and 2021 than 2019. "It took us completely by surprise," says Doronin, who attributes this success to Aman's commitment to providing each guest with ample room and privacy. "During the pandemic, we had a lot of guests staying with us long term, some for months at a time, working remotely and taking care of their health and their families," he says, adding that the notoriously fierce loyalty of Aman fans also helped.

"Aman has the highest repeat rate for guests in the hotel industry," Doronin tells me. Indeed, its cult-like following is the envy of its peers in the industry. There's even an unofficial title for these loyalists: Aman junkies, travellers who have stayed in at least five or six Aman properties.

It does take one to know one, however, and there is truly no bigger Aman junkie than Doronin himself.

His history with the brand began in 1990, while he was living

and working in Hong Kong as a commodities trader. He was an avid traveller, and a friend suggested that he check out a new hotel in Phuket called Amanpuri, the first Aman resort.

"I had never experienced anything like that before. It was very private, with exceptional space, design and personalised service," says Doronin. "In Sanskrit, Amanpuri means 'place of peace', and this perfectly captures the feeling when you visit

Now, Aman has 34 hotels and resorts in 20 countries, and counting. Aman Nai Lert in Bangkok is slated to open in 2023, along with the launch of Aman's new sister brand, Janu, with destinations in Tokyo, Montenegro and Saudi Arabia's AlUla. Plans have also been announced for Aman Beverly Hills in Los Angeles, which will be set among 3.25 hectares of botanical gardens.

With such rapid expansion, one has to wonder whether the



Aman New York occupies the Crown Building on the corner of Fifth Avenue and 57th Street, which underwent a US\$1.3 billion restoration



this amazing property, which is still one of my favourites in the Aman portfolio."

He was hooked, and began planning his travels around destinations where there were Aman resorts, from Java, Indonesia and Rajasthan, India to Bhutan. In 2014, he bought the hotel group's 26 existing properties from Indonesian hotelier and Aman Resorts founder Adrian Zecha, for a reported US\$358 million.

integrity of the Aman brand risks being compromised. But Doronin, ever stoic and certain, isn't worried about that.

"We have brand loyalists who, now, we see their children come and stay with us and, in some cases, even their grandchildren. People continue to love connecting with the brand. It doesn't matter if it's a resort or city; people who stay at Aman know they will always find privacy, peace and unparalleled service."

Tatler

MALAYSIA

Asia's Most Stylish

Datin Sri Linda
Chen and eight
other provocateurs
of personal style

SEPTEMBER 2025 RM15.00



www.tatlermalaysia.com
P767327087507010322011

A Man, Aman



Vladislav Doronin, CEO of Aman Hotels and Resorts shares his beliefs on respect, growth, and why building a hotel empire is more than just a numbers game *By Coco Marett*

"We celebrate our destinations, rather than commandeer them," says Vladislav Doronin, CEO of Aman Hotels and Resorts. I'm speaking to Doronin by video chat, just weeks before the August opening of Aman New York, the brand's second city property after Aman Tokyo, which the Miami-based Russian businessman promises will be "one of the best hotels in the world".

It's something I hear a lot as an editor who covers travel, and I've learnt to take it with a grain of salt. But in fairness, Aman has earned its bragging rights.

For one, 15 of Aman's properties are built within or near Unesco heritage sites: Amangalla sits within the ramparts of the 17th-century Galle Fort in the historic port of Galle, Sri Lanka; Amazoe in Greece is surrounded by the Unesco-protected ruins of the Peloponnese; Aman Kyoto in Kyoto,

Japan is walking distance from the Kinkaku-ji Temple; and Amansara in Siem Reap, Cambodia, is nestled within the haunting and historic Angkor Archaeological Park.

Doronin believes the Aman brand plays a role as a custodian of the uniqueness of each destination. Amanjiwo in Central Java, Indonesia, for example, has a resident anthropologist to offer guests in-depth insights on the customs, history and spirituality of the region.

"It's important to connect local culture, surrounding nature and design to each hotel," he says. "We take our cues from the environment, working with natural materials and visionary architects who know the soul of the Aman brand."

Such architects include the late greats Ed Tuttle and Kerry Hill, and Belgian architect-designer Jean-Michel Gathy, who has become a regular Aman collaborator, working

on various properties including Aman New York.

Aman New York occupies the storied Crown Building on the corner of Fifth Avenue and 57th Street, which was built in 1921 and designed by architects Warren & Wetmore—the same visionaries behind New York landmarks such as Grand Central Station and the Helmsley Building. The laborious and loving restoration of Crown Building—which had been among the most expensive retail and office space locations in the US—cost Aman a slick US\$1.3 billion.

"This is a milestone not just for the brand, but personally a very important project," says the 59-year-old CEO. "It's a piece of history. You can always build new skyscrapers, but an icon like Crown Building is irreplaceable."

Despite having 25 storeys to work with, the hotel houses just 84 rooms

and suites, and 22 apartments under the Aman Residences brand—each with its own working fireplace, which is quite the treat.

"For a place like New York City, 84 guest rooms is considered boutique," says Doronin, emphasising that his goal in growing Aman's portfolio of city properties was not about increasing volume, but to "apply what we had in our resorts, but instead of it existing horizontally, it's vertically".

"What is important—and what no one has done in major cities—is that we are generous with space and offer our guests beautiful surroundings and large amenities."

In New York, this includes a 25,000 sq ft Aman Spa spread across three storeys, a private members' club, a library, a cigar room and a jazz club. "I love jazz," says Doronin, who is keen to bring back the culture of high-end jazz supper clubs to New York—think Café Carlyle and the like. He's also jazzed about Aman New York's 7,000 sq ft wraparound terrace with its dramatic landscaping, reflective pools and firepits.

Aman's generosity with space has served it well. During the pandemic, its properties in destinations that weren't under lockdown performed better in the years 2020 and 2021 than 2019. "It took us completely by surprise," says Doronin, who attributes this success to Aman's commitment to providing each guest with ample room and privacy. "During the pandemic, we had a lot of guests staying with us long term, some for months at a time, working remotely and taking care of their health and their families," he says, adding that the notoriously fierce loyalty of Aman fans also helped.

"Aman has the highest repeat rate for guests in the hotel industry," Doronin tells me. Indeed, its cult-like following is the envy of its peers in the industry. There's even an unofficial title for these loyalists: Aman junkies, travellers who have stayed in at least five or six Aman properties.

It does take one to know one, however, and there is truly no bigger Aman junkie than Doronin himself.

His history with the brand began in 1990, while he was living

and working in Hong Kong as a commodities trader. He was an avid traveller, and a friend suggested that he check out a new hotel in Phuket called Amanpuri, the first Aman resort.

"I had never experienced anything like that before. It was very private, with exceptional space, design and personalised service," says Doronin. "In Sanskrit, Amanpuri means 'place of peace', and this perfectly captures the feeling when you visit this amazing

and resorts in 20 countries, and counting. Aman Nai Lert in Bangkok is slated to open in 2023, along with the launch of Aman's new sister brand, Janu, with destinations in Tokyo, Montenegro and Saudi Arabia's AlUla. Plans have also been announced for Aman Beverly Hills in Los Angeles, which will be set among 3.25 hectares of botanical gardens.

With such rapid expansion, one has to wonder whether the integrity of the Aman brand risks being



Aman New York occupies the Crown Building on the corner of Fifth Avenue and 57th Street, which underwent a US\$1.3 billion restoration



property, which is still one of my favourites in the Aman portfolio."

He was hooked, and began planning his travels around destinations where there were Aman resorts, from Java, Indonesia and Rajasthan, India to Bhutan. In 2014, he bought the hotel group's 26 existing properties from Indonesian hotelier and Aman Resorts founder Adrian Zecha, for a reported US\$358 million.

Now, Aman has 34 hotels

compromised. But Doronin, ever stoic and certain, isn't worried about that.

"We have brand loyalists who, now, we see their children come and stay with us and, in some cases, even their grandchildren. People continue to love connecting with the brand. It doesn't matter if it's a resort or city; people who stay at Aman know they will always find privacy, peace and unparalleled service."

Tatler

SINGAPORE

Asia's Most Stylish

Shabnam Arashan gets candid about the transformative power of style, becoming your best self and the enduring allure of couture

September 2022 \$8.00



8 88888 171934 761

TATLERASIA.COM

A Man, Aman



Vladislav Doronin, CEO of Aman Group shares his beliefs on respect, growth, and why building a hotel empire is more than just a numbers game *By Coco Marett*

"We celebrate our destinations, rather than commandeer them," says Vladislav Doronin, CEO of Aman Group. I'm speaking to Doronin by video chat, just weeks before the August opening of Aman New York, the brand's second city property after Aman Tokyo, which the Miami-based businessman promises will be "one of the best hotels in the world".

It's something I hear a lot as an editor who covers travel, and I've learnt to take it with a grain of salt. But in fairness, Aman has earned its bragging rights.

For one, 15 of Aman's properties are built within or near Unesco heritage sites: Amangalla sits within the ramparts of the 17th-century Galle Fort in the historic port of Galle, Sri Lanka; Amanzoe in Greece is surrounded by the Unesco-protected ruins of the Peloponnese; Aman Kyoto in Japan is walking distance from the Kinkaku-ji

Temple; and Amansara in Siem Reap, Cambodia, is nestled within the haunting and historic Angkor Archaeological Park.

Doronin believes the Aman brand plays a role as a custodian of the uniqueness of each destination. Amanjiwo in Central Java, Indonesia, for example, has a resident anthropologist to offer guests in-depth insights on the customs, history and spirituality of the region.

"It's important to connect local culture, surrounding nature and design to each hotel," he says. "We take our cues from the environment, working with natural materials and visionary architects who know the soul of the Aman brand."

Such architects include the late greats Ed Tuttle and Kerry Hill, and Belgian architect-designer Jean-Michel Gathy, who has become a regular Aman collaborator, working on various properties including Aman New York.

Aman New York occupies the storied Crown Building on the corner of Fifth Avenue and 57th Street, which was built in 1921 and designed by architects Warren & Wetmore—the same visionaries behind New York landmarks such as Grand Central Station and the Helmsley Building. The laborious and loving restoration of Crown Building—which had been among the most expensive retail and office space locations in the US—cost Aman a slick US\$1.3 billion.

"This is a milestone not just for the brand, but personally a very important project," says the 59-year-old CEO. "It's a piece of history. You can always build new skyscrapers, but an icon like Crown Building is irreplaceable."

Despite having 25 storeys to work with, the hotel houses just 84 rooms and suites, and 22 apartments under the Aman Residences brand—each

with its own working fireplace, which is quite the treat.

"For a place like New York City, 84 guest rooms is considered boutique," says Doronin, emphasising that his goal in growing Aman's portfolio of city properties was not about increasing volume, but to "apply what we had in our resorts, but instead of it existing horizontally, it's vertically".

"What is important—and what no one has done in major cities—is that we are generous with space and offer our guests beautiful surroundings and large amenities."

In New York, this includes a 25,000 sq ft Aman Spa spread across three storeys, a private members' club, a library, a cigar room and a jazz club. "I love jazz," says Doronin, who is keen to bring back the culture of high-end jazz supper clubs to New York—think Café Carlyle and the like. He's also jazzed about Aman New York's 7,000 sq ft wraparound terrace with its dramatic landscaping, reflective pools and firepits.

Aman's generosity with space has served it well. During the pandemic, its properties in destinations that weren't under lockdown performed better in the years 2020 and 2021 than 2019. "It took us completely by surprise," says Doronin, who attributes this success to Aman's commitment to providing each guest with ample room and privacy. "During the pandemic, we had a lot of guests staying with us long term, some for months at a time, working remotely and taking care of their health and their families," he says, adding that the notoriously fierce loyalty of Aman fans also helped.

"Aman has the highest repeat rate for guests in the hotel industry," Doronin tells me. Indeed, its cult-like following is the envy of its peers in the industry. There's even an unofficial title for these loyalists: Amanjunkies, travellers who have stayed in at least five or six Aman properties.

It does take one to know one, however, and there is truly no bigger Amanjunkie than Doronin himself.

His history with the brand began in 1990, while he was living and working in Hong Kong as a commodities trader. He was an avid

traveller, and a friend suggested that he check out a new hotel in Phuket called Amanpuri, the first Aman resort.

"I had never experienced anything like that before. It was very private, with exceptional space, design and personalised service," says Doronin. "In Sanskrit, Amanpuri means 'place of peace', and this perfectly captures the feeling when you visit this amazing property, which

and counting. Aman Nai Lert in Bangkok is slated to open in 2023, along with the launch of Aman's new sister brand, Janu, with destinations in Tokyo, Montenegro and Saudi Arabia's AlUla. Plans have also been announced for Aman Beverly Hills in Los Angeles, which will be set among 3.25 hectares of botanical gardens.

With such rapid expansion, one has to wonder whether the



Aman New York occupies the Crown Building on the corner of Fifth Avenue and 57th Street, which underwent a US\$1.3 billion restoration



is still one of my favourites in the Aman portfolio."

He was hooked, and began planning his travels around destinations where there were Aman resorts, from Java, Indonesia and Rajasthan, India to Bhutan.

In 2014, he bought the hotel group's 26 existing properties from Indonesian hotelier and Aman founder Adrian Zecha, for a reported US\$358 million.

Now, Aman has 34 hotels and resorts in 20 countries,

integrity of the Aman brand risks being compromised. But Doronin, ever stoic and certain, isn't worried about that.

"We have brand loyalists who, now, we see their children come and stay with us and, in some cases, even their grandchildren. People continue to love connecting with the brand. It doesn't matter if it's a resort or city; people who stay at Aman know they will always find privacy, peace and unparalleled service."

Tatler

TAIWAN

Asia's Most Stylish

比莉姐回來了！
攜手周湯豪，母子忠於做自己，
時尚就流在血液裡。

A man with grey hair, wearing a white button-down shirt and dark trousers, stands in front of a large, ornate wooden door. He is smiling slightly and looking towards the camera. The background is a warm, textured wall.

A Man,

Aman 安縵人生

安縵國際酒店集團董事長暨執行長 Vladislav Doronin 分享了他如何堅守尊重和共榮的信念，在運籌帷幄間建立起獨一無二的酒店帝國。By Coco Marett

就在八月份安縵紐約正式開業前幾週，當我透過線上視訊的方式，遠距離地採訪安縵國際酒店集團董事長暨執行長 Vladislav Doronin 時，他表示：「我們讚頌這些插旗的地點，而不是征服它們。」安縵紐約是該品牌繼安縵東京之後開立的第二家頂級都市酒店，這位目前正以邁阿密為工作基地的俄羅斯商人承諾，會傾力將其打造為全球最佳頂級酒店之一。

老實說，身為一名負責旅遊線的編輯，對於這樣的說法我早聽過無數次，也已學會抱持著觀望的態度，但平心而論，當此豪語出自實力堅強的安縵時，可得另當別論了。

畢竟一方面來看，安縵國際酒店集團目前旗下有 15 處酒店建於在聯合國教科文組織世界遺產地內或與其緊密相鄰。例

如坐落在斯里蘭卡加勒古堡 (Galle Fort) 斑駁城牆內的安縵加勒 (Amangalla)，自 17 世紀以來就屹立在此，與古老的加勒港悠悠相伴；矗立於希臘的安縵卓澤 (Amanzoe) 則四面環繞在已受到聯合國科教文組織認證的伯羅奔尼撒半島遺址之下；隱匿於日本京都林間的安縵京都 (Aman Kyoto) 與金閣寺僅幾步之遙；座落柬埔寨暹羅郊野的安縵薩拉 (Amansara) 更是位在吳哥考古公園內，完整保存著令人著迷的古代文明。

Doronin 深信安縵品牌扮演著守護者的角色，為每處安縵落腳之地保存著當地獨特性。例如位於印尼爪哇省文化中心的安縵齊和 (Amanjiwo)，就常駐有一名人類學家，深入淺出地為房客講解該地區風土民情、歷史典故以及靈修體驗。

「每間酒店如何透過設計，將在地文化與周圍自然景致延伸串聯，是至關重要的。」他解釋著：「我們在原始環境中汲取建造靈感，並且能夠理解安縵品牌精神，同時重視從大自然中取材的宏觀建築師合作。」

這些頂尖的建築師群，包括已故的一代建築大師 Ed Tuttle 與 Kerry Hill，及比利時傳奇建築師兼設計師 Jean-Michel Gathy，他如今已成為安縵長期合作的忠實夥伴，包括安縵紐約等項建築皆是由他親自操刀。

安縵紐約地處於第五大道和第 57 街交會處的著名皇冠大廈，該大廈建造於 1921 年，由知名建築師 Warren & Wetmore 所設計，他們也正是紐約地標建築（如中央車站和 Helmsley Building）

的幕後建築團隊，歷史悠久的皇冠大廈曾是美國最昂貴的零售業和辦公地點之一，安縵最終共投入 13 億美金鉅款，完成這項艱鉅但充滿情懷的浩大修復工程。

「安縵紐約的落成，不僅對品牌來說是一個重大里程碑，對我個人來說也是一個意義非凡的建築。」這位今年 59 歲的董事長表示：「這將成為歷史長河中的關鍵一環，建造一棟全新的摩天大樓並非難事，但是參與修復皇冠大廈這樣的指標性經典建築的過程是無可取代的。」

儘管飯店佔地 25 層樓高的空間，但整間酒店只規劃有 83 間客房和套房，以及 22 套安縵公館——每間公館都配置有自己的工作壁爐，這無疑是無與倫比的享受。

「對於像紐約市這樣的大都會，83 間客房的酒店被認為是精品酒店的規格。」Doronin 說明，並強調他極力拓展安縵插旗各都市的建築，初衷並不是增加酒店數量，而是「將我們在度假村所奉獻的理念帶入大都市，讓兩者不再只是平行的存在，而是可以垂直共存的實踐。」

「最重要的是——這是在一線大都會裡史無前例的創舉——我們為每位房客提供寬敞的休憩空間，無與倫比的景色和完善的豪華設施設備。」

在紐約市都心，安縵建造了一座橫跨三層樓、佔地 25,000 平方英尺的全方位水療中心，以及一間私密的會員專屬俱樂部、一間圖書館、一間雪茄室和一個爵士樂俱樂部。

「我熱愛爵士樂。」Doronin 表示，他同時也與致勃勃地於將頂級爵士俱樂部的文化帶回紐約——其中不乏向紐約傳奇爵士樂空間 Café Carlyle 致敬的意味在，他同時也對安縵紐約配置有 7,000 平方英尺的戶外用餐露台及其引人注目的景觀、波光粼粼的泳池和別緻火盆引以為傲。

安縵對空間的慷慨大方也帶來了正向的回饋，即便疫情大流行，安縵國際酒店集團在 2020 年和 2021 年的整體表現比 2019 年更優秀。「就連我們都大吃一驚。」Doronin 分享道，他將這一切歸功於安縵長期以來致力為每位客人提供充足的房間和隱私的堅持。

他解釋：「在疫情期間，有很多客人選擇我們的長住方案，有些人甚至一次就住上好幾個月，直接遠端工作，以他們的健康和陪伴家人為首要考量。」不過他隨後也補充道，眾所周知的安縵追隨者對品牌的忠誠度，當然也是另一助力。

「安縵的回客率之高，在酒店產業可是無人能出其右。」Doronin 表示。安縵追隨者所表現出近乎狂熱的忠誠，確實令業界同行眼紅不已，這些忠實追隨者甚至還獲得一個非官方的封號：安縵狂粉，用來形容至少入住過全球五至六家不同安縵

酒店的旅行者。

然而，英雄惜英雄，任誰也無法否認最顯赫的安縵狂粉非 Doronin 本人莫屬了。

他與品牌的淵源可追溯至 1990 年，當時他正生活在香港，並為一間商品貿易公司效力，同時也是一名狂熱的旅行愛好者，卻巧一位朋友建議他去入住普吉島一間名為安縵璞瑞 (Amanpuri) 的全新酒店，該酒店也是安縵的首間度假村。

購了該集團持有的 26 處房地產。

如今，安縵版圖遍及 20 個國家，旗下擁有多達 34 家酒店和度假村而且還在持續擴張中，包括預計於 2023 年開幕的曼谷奈樂安縵 (Aman Nai Lert)，不僅將迎來全新的姐妹品牌 Janu，預計在東京、黑山和沙烏地阿拉伯的歐拉城 (AlUla) 插旗落腳，同時也宣佈了將於洛杉磯打造安縵比佛利山莊 (Aman Beverly Hills)



安縵紐約地處於第五大道和第 57 街交會處的著名皇冠大廈，該大廈的修復工程共耗資 13 億美元。



「那是一趟令我大開眼界的旅程，結合了清幽靜謐的環境，詩情畫意的空間與設計，還有無微不至的客製化服務。」Doronin 並解釋道：「Amanpuri 在梵文中意指安寧之所，這一個完美地詮釋了人們抵達這處桃花源時的內心悸動，至今它仍然高居我心目中安縵排行榜最愛之一。」

他也因此一試成主顧，並開始根據安縵度假村的位址來安排周圍的旅行計畫，足跡遍佈印尼爪哇、印度拉賈斯坦邦到不丹。直至 2014 年，他出手以 3.58 億美元的價格從原本的印尼酒店經營者暨安縵度假村創始人 Adrian Zecha 手中，一舉收

的好消息，該酒店計畫會直接建築在佔地 3.25 公頃的綠意花園之中。

儘管如此大張旗鼓的擴張，難免有人開始質疑安縵品牌的完整性是否會難以全面兼顧，但一向堅韌且明確的 Doronin 卻絲毫不受影響，壓根不擔心這事。

「我們可是擁有真金不換的忠誠品牌追隨者，而且根據觀察，他們開始帶著孩子來到我們身邊，有時候甚至是與他們的孫輩同行。人們持續地滿懷喜悅與品牌建立連結。不管是度假村還是都市酒店；入住安縵的人都知道，他們總能在此找到隱密性絕佳、又安寧和無懈可擊的周到服務。」